

PARLIAMENT MENTHOL INTRODUCTION IN REGION 1
SAMPLE REQUIREMENTS AND PROJECTION FACTORS

New York Market (1H0)

	Universe Store Counts				Sample Requirements				Projection Factors			
	Masters		Non-Masters		Masters		Non-Masters		Masters		Non-Masters	
	Small	Large	Small	Large	Small	Large	Small	Large	Small	Large	Small	Large
Convenience	559	1095	553	270	11	22	11	5	50.8	49.8	50.3	54.0
Grocery	808	1574	2088	860	4	7	10	4	202.0	224.9	208.8	215.0
Drug	489	667	442	118	7	10	6	2	69.9	66.7	73.7	59.0
Gas	284	427	551	141	5	8	10	3	56.8	53.4	55.1	47.0
Liquor	237	272	289	102	7	8	8	3	33.9	34.0	36.1	34.0
Other	384	750	782	286	4	9	9	3	96.0	83.3	86.9	95.3
Tobacco	56	111	53	11	6	12	6	1	9.3	9.3	8.8	11.0
News	243	141	192	107	9	5	7	4	27.0	28.2	27.4	26.8

Philadelphia Market (1I0)

	Universe Store Counts				Sample Requirements				Projection Factors			
	Masters		Non-Masters		Masters		Non-Masters		Masters		Non-Masters	
	Small	Large	Small	Large	Small	Large	Small	Large	Small	Large	Small	Large
Convenience	203	865	234	269	6	28	7	9	33.8	30.9	33.4	29.9
Grocery	56	163	90	97	3	10	6	6	18.7	16.3	15.0	16.2
Drug	204	475	82	58	6	14	3	2	34.0	33.9	27.3	29.0
Gas	58	120	107	36	5	9	8	3	11.6	13.3	13.4	12.0
Liquor	30	132	63	49	3	12	6	4	10.0	11.0	10.5	12.3
Other	23	57	48	32	4	9	8	5	5.8	6.3	6.0	6.4
Tobacco	15	38	16	6	5	13	5	2	3.0	2.9	3.2	3.0
News	23	68	22	23	4	13	4	4	5.8	5.2	5.5	5.8

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PARLIAMENT MENTHOL INTRODUCTION IN REGION 1
SAMPLE REQUIREMENTS AND PROJECTION FACTORS

Boston Market (1B0)

	Universe Store Counts				Sample Requirements				Projection Factors			
	Masters		Non-Masters		Masters		Non-Masters		Masters		Non-Masters	
	Small	Large	Small	Large	Small	Large	Small	Large	Small	Large	Small	Large
Convenience	505	716	584	296	12	17	14	7	42.1	42.1	41.7	42.3
Grocery	49	141	142	148	3	7	7	8	16.3	20.1	20.3	18.5
Drug	273	218	53	10	12	10	2	1	22.8	21.8	26.5	10.0
Gas	106	206	103	58	6	11	5	3	17.7	18.7	20.6	19.3
Liquor	110	112	169	104	6	6	9	5	18.3	18.7	18.8	20.8
Othr/Tob	20	18	29	25	5	5	8	7	4.0	3.6	3.6	3.6
News	25	16	25	22	7	5	7	6	3.6	3.2	3.6	3.7

Rhode Island Market (1D0)

	Universe Store Counts				Sample Requirements				Projection Factors			
	Masters		Non-Masters		Masters		Non-Masters		Masters		Non-Masters	
	Small	Large	Small	Large	Small	Large	Small	Large	Small	Large	Small	Large
Convenience	124	215	169	103	10	18	14	8	12.4	11.9	12.1	12.9
Grocery	15	26	66	43	3	4	11	7	5.0	6.5	6.0	6.1
Drug	72	100	17	9	9	13	2	1	8.0	7.7	8.5	9.0
Gas	39	69	46	15	6	10	7	2	6.5	6.9	6.6	7.5
Liquor	26	50	100	62	3	5	11	7	8.7	10.0	9.1	8.9
Othr/Tob/News	4	7	22	16	2	3	11	8	2.0	2.3	2.0	2.0

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Sample Req (no formulas).xls

PARLIAMENT MENTHOL INTRODUCTION IN REGION 1
SAMPLE REQUIREMENTS AND PROJECTION FACTORS

Balance of Region 1

	Universe Store Counts				Sample Requirements				Projection Factors			
	Masters		Non-Masters		Masters		Non-Masters		Masters		Non-Masters	
	Small	Large	Small	Large	Small	Large	Small	Large	Small	Large	Small	Large
Convenience	1833	2087	1759	923	14	16	13	7	130.9	130.4	135.3	131.9
Grocery	140	488	431	440	2	8	7	7	70.0	61.0	61.6	62.9
Drug	655	762	217	58	10	11	3	1	65.5	69.3	72.3	58.0
Gas	139	347	277	70	4	10	8	2	34.8	34.7	34.6	35.0
Liquor	61	103	91	55	5	8	7	4	12.2	12.9	13.0	13.8
Other	11	52	64	44	2	8	9	6	5.5	6.5	7.1	7.3
Tobacco	14	31	28	19	4	8	8	5	3.5	3.9	3.5	3.8
News	25	42	46	53	4	6	7	8	6.3	7.0	6.6	6.6

Total Region 1 Summary

	Universe Store Counts				Sample Requirements				Total Sample Required	
	Masters		Non-Masters		Masters		Non-Masters			
	Small	Large	Small	Large	Small	Large	Small	Large		
Convenience	3224	4978	3299	1861	53	101	59	36	249	
Grocery	1068	2392	2817	1588	15	36	41	32	124	
Drug	1693	2222	811	253	44	58	16	7	125	
Gas	626	1169	1084	320	26	48	38	13	125	
Liquor	464	669	712	372	24	39	41	23	127	
Othr/Tob/News	843	1331	1327	644	56	96	89	59	300	
Total	7918	12761	10050	5038	218	378	284	170	1050	

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